

# Position, Ready, Optimise

Our **PRO** Review enables you to assess your positioning and readiness for sale.

“Corbett Keeling’s PRO Review enabled us strategically to improve the value of our company, it was critical for the next stage of our development. We were impressed by the quality of advice – definitely value for money.”

Intelligent Voice



 **CORBETT KEELING**  
Corporate Finance

# Can I increase the value of my business?

Pre sale business preparation is the key to success

- ① Our Positioning and Readiness Optimisation (“PRO”) Review has been developed to give business owners a realistic view of valuation and to identify aspects of their business (its positioning) that can be adjusted to increase value.
- ② It enables business owners to pinpoint the key selling messages of relevance to buyers, so that these can be developed and clearly presented in all sales materials.
- ③ The PRO Review additionally provides a readiness assessment and suggests ways to ensure the business is prepared for the sort of examination it will be subjected to by buyers.
- ④ The report also includes a comprehensive analysis of possible buyers of your business, as well as an assessment of appropriate transaction structures.
- ⑤ Finally, taking into account external and internal factors balanced against your personal objectives, the PRO Review suggests the optimal timing for the sale of your business.



# The one day PRO Review workshop

The core component of the PRO Review is a one-day workshop during which your Board and our senior team explore how potential buyers and investors would view your business. Based on our 25 years of experience selling companies, we have identified the key value drivers for buyers of companies in your sector and grouped these into four areas:



Financial Performance – covering historic and future earnings growth, quality of income



Operational Quality – covering management/staff, business processes, key customer and supplier relationships, intellectual property



Market Place – covering market share, market growth, scalability, positioning in your market



Negotiating Strength – covering number and breadth of likely buyers, flexibility on transaction structures, shareholder alignment

During the workshop, we will lead you through a series of questions which will enable us to build a clear picture of the strengths and weaknesses of your business in each of these areas. Drawing on the experience of our deal practitioners and sector experts, we will identify your unique “Key Selling Messages” which are the aspects of your business likely to be of most interest to potential buyers. At all times the focus is on identifying the features that are critical to encouraging buyers to pay the maximum price on the best terms.

## Key Outputs

Having spent a day with you building our understanding of your company, we feed the data into our proprietary Relative Valuation Model. The output from this forms a key part of our assessment and recommendations, which are presented in a written PRO Review report as follows:

- ① How your business performs against the average in your sector in the four key areas a buyer of your business will be assessing:
- ① Valuations – current and optimised
- ① Strategies to optimise valuation and readiness for sale
- ① Key strengths of the business from a buyer’s perspective
- ① Market mapping of trade and financial buyer universe
- ① Transaction structures tailored to your situation
- ① Next steps including suggested optimal timing for a sale

